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## Malay politeness: Conversational context analysis in talk show (Article)

[Kesantunan melayu : Analisis konteks perbualan dalam rancangan bual bicara]

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### Abstract

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Malay politeness is the politeness used in the Malay community-bound by the norms and values of society. Malay Politeness (KM) is a result of merging and modification process of Asmah (2000), Awang (2007) and Tenas (2011) model. KM was formed by three factors, which are role, power and differences in social status (PKS), titles (T) and rules (Per.). Air muka (dignity) is included in PKS. KM was used to analyze conversational context of content structure of the talk show titled “Celik Mata, Reset Minda Orang Yang Tenang” published by radio IKIM.fm. Communicator consist of host (PC), invited guest (TU), callers (PG) and FB (FB) questions. There are 16 conversational contexts with 484 dialogues in this structure. The analysis has two objectives, the application of KM and the tendency of KM used by the cast. Text analysis and quantitative research design are employed in the study. Findings show variation of KM is applied, which includes complete KM PKS+T+Per. and incomplete-involving two KM and one KM. Findings show that TU tend to use PKS+T and PKS+T+Per. factor. PC was bound to the Per. factor. While PG is bound by the T and Per. and FB, which showed a tendency of T+Per. factor. This shows that KM is applied by the communicator in accordance with their role. In conclusion, KM is absolutely controlled by the context and the communicators. © 2018, Universiti Kebangsaan Malaysia Press. All rights reserved.

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